

The Federal Communications Commission (FCC) published a new regulation governing unsolicited fax advertisements in the Federal Register on Friday, July 25. The rules are set to go into effect in August.

Removing the "established business relationship" qualification from the fax regulations is absolutely bad for business, forcing many businesses to obtain the written consent of their own customers, clients and industry partners before transmitting any fax that could be interpreted as commercial in nature.

Many businesses will not be able to advertise their products or services to their own customer base. During these difficult economic times why would the governemnt (FCC) implement such a restrictive rule without gathering the data that would sufficienly weigh the impact on small and large businesses.

Is it possible to use the "do not call list" as a tool for the consumer that may not want to receive advertisements?